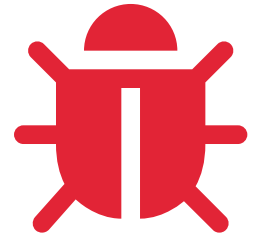


Case Study | New Movers and Pest Control

Background

A Pest Control service company in Florida was looking to gain new customers in one of their local markets. New Movers is a customer segment they had been unable to reach with existing digital targeting tools. This group of consumers who recently moved into the area were very likely to need pest control for their new home. Strategis offered a digital advertising targeting tool called "Digital New Movers," which allows us to send online advertisements to people who have just recently moved into a new home, are about to move into a new home, or are in escrow. Our pest control client loved the idea of being able to target prospects that had just moved into a new home, just within hours of them setting up their home network. They decided to run a Digital Post - New Movers campaign with Strategis.

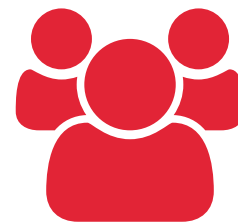


Results

HUGE success. The households that Strategis targeted made up 18% of all sales during the campaign period. We served around 78,500 impressions over the course of three and half weeks and saw 54 sales from prospects we targeted. The 1.41% conversion rate (based on sales) for this campaign blows all industry averages out of the water by a large margin. Our pest control client was able to reach a market that was in need of their service, but which they previously could not reach in a timely, cost effective manner. Strategis's IP targeted advertising brought their marketing and sales to a whole new level.

1.4%

Conversion rate based on sales from this campaign



Served 78,500 impressions over 3.5 weeks



54 sales from prospects targeted